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AUTHOR Jackson, Eugene B.
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ABSTRACT

This paper advocates the involvement of librarians in the publishing process and examines the mechanics of that process. Concerns of librarians, engineers, and publishers are delineated, with examples taken from the internal and external dissemination of technical information by a major U.S. government research agency and various large industrial engineering groups. Two charts present information on the government agency's technical report procedure. There is mention of involvement in the publishing milieu on the part of library graduate students at the University of Texas at Austin, and a table listing specific student involvement is provided. The publication processes for two books--a monograph on industrial information systems coauthored by Eugene B. and Ruth L. Jackson, and a collection of essays on special librarianship edited by Jackson--are compared, and differences encountered in writing and editing works for publication are described. The paper concludes with tables listing the events leading to the publication of the two Jackson monographs. (ESR)

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INTERRELATIONSHIPS AMONG LIBRARIANS, ENGINEERS, AND PUBLISHERS
IN THE PUBLICATION PROCESS

By

Eugene B. Jackson, Professor

Graduate School of Library and Information Science

University of Texas at Austin, Austin, 78712

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(Presented to the June 21, 1982 Session of the Engineering Librarians Division,
American Society for Engineering Education's 90th Annual Conference,
Texas A & M University, College Station, TX)

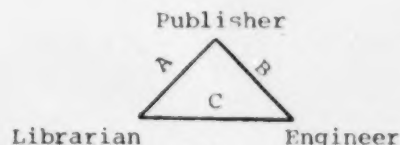
ABSTRACT

It is important to understand the ways that our principal subject matter specialists and those organizations responsible for providing the information units we manipulate relate to our functioning as full professionals.

We can best enhance our image by involving ourselves in the information generation, production, and dissemination functions. The earlier in the information life cycle we enter, the more crucial is the involvement of the subject matter specialist. The more sophisticated the vehicle chosen for the transmitting of the information the more important becomes the publisher's input. Tables involving preparation of students for this milieu and comparisons between two dissimilar monographic publications are included for illustration.

INTERRELATIONSHIPS AMONG LIBRARIANS, ENGINEERS, AND PUBLISHERS
IN THE PUBLICATION PROCESS

It is possible to see the protagonists in today's panel as forming this triangle:



Leg "A" connecting the Librarian with the Publisher will doubtless be addressed by the panel's other speakers, but from different directions. Leg "B" will be strengthened by discussions around the booths in the Educational Resources Exhibits involving established and potential engineer-authors and publisher's staff. Leg "C" will be indirectly touched on in the sessions co-sponsored by the Engineering Librarians Division with other ASEE Divisions here. However, it will be the main purpose of this particular contribution to emphasize the importance of each of the three elements being involved in essentially every publication project and process.

First of all, each of the parties is concerned with accuracy: Publishers do not want misstatements that could lead to discrediting of the source or even legal action; Engineers are legendary for their insistence on the maximum degree of accuracy that can be economically justified; and Librarians have had more than their share of troubles caused by mechanical oversights such as incorrect footnotes, no or inadequate indexes, inadequate bindings, too narrow margins for rebinding and the like.

Secondly, each of the parties is concerned with timeliness (excepting

only those few libraries concentrating on the history of engineering and technology such as the W.F.M. Goss collection at Purdue where we served as student assistant forty years ago). This characteristic is subject to both human frailties and mechanical mishaps all along the way, not to mention a deteriorating mail distribution system.

Thirdly, not all are equally concerned with appropriateness of format: the Publisher has house standards and designers with preconceptions; the Librarian is aware that he/she must not only find the information but it must be in a "package" acceptable to the specific user; by contrast the Engineer is largely satisfied if he/she can lay a straight-edge on the curves and read off values directly. Niceties may be largely lost to the latter's pragmatism.

Fourthly, the parties have differing viewpoints on cost: fortunate indeed is the Publisher who can sell a major share of an item to the Engineer directly or semi-directly. The former can charge what is perceived as a "reasonable markup" over costs, while the latter has rather free access to project funds. Pity the poor librarian (in both senses) who has to balance meagre resources with every increasing demand on their collections.

The next logical step in our consideration is the delineating of steps in the evolution of a publishable idea into a full-blown monograph or other substantial work. Note in each the participation of our trio, the Publisher, the Librarian, and the Engineer. At the outset you will note that we will be suggesting a far more active role in the process for the Librarian than is usually accepted. This attitude may in part be due to our involvement in government research agencies and industrial engineering groups where we could observe at close range the evolution of information from the internal information stage (file memos, lab notebooks, correspondence, with limitations of a security and/or proprietary nature, small distribution, short

turn-around time) to the stage where it was external information as revealed in a presentation to a professional society, as a conference paper, as a "working group" exhibit, as a chapter in a monograph edited by our organization or an outsider, as a monograph whose publication was sponsored or guaranteed by us or even a monograph our organization commissioned.

Another basic point is that we are convinced that the Librarian needs "to grow" in his/her function from that of a tolerated overhead service activity into an accepted integral part of the organization's operations. Also, the publications process has a large potential for "carving out" more territory by the Librarian. An example we will not forget was when the first version of our government agency's evacuation plan in the 1950's did not include any of our staff or their functions being dispatched to a Pennsylvania location. Whereas, the second version a year later included our main functions and a significant portion of our staff as well.

This sensitivity to the urgency of being in the heart of the publication process as a self-preservation step carried over to our involvements with General Motors and IBM Corporate Operations to such an extent that we insured that our monograph INDUSTRIAL INFORMATION SYSTEMS¹ would have a chapter on generation, production, and dissemination of information. Functions that are included in Chapter 4: Content (Subject Matter Development), Editorial, Graphics, Production, Public Relations Analysis, Commercial Analysis, Technical Analysis, Translation, Internal Announcement, External Announcement, Response to Internal Inquiry, Response to External Inquiry, Full Text Distribution to Automatic List, Custom "State of the Art", Compilation at Major Internal Request, Same for Major External Request, Distribution by Subject Content and Distribution by Functional Assignment.

The functions above include sub-functions of editorial, content, and scheduling nature. In turn, the editorial and content functions carry over

into the word processing, correspondence control and archives sub-functions. They relate to what is said and how it is said. On the surface, this area might be considered as just providing editorial help but it goes deeper. (Chapter 10 in our IIS book) Reverting to our government agency example: progress status reports, laboratory notebooks, trip reports, telephone memos, project staff minutes, computer printouts, instrument traces, and photographs were all "fodder" for an internal report. A preliminary draft was prepared by the engineering-research staff. Not only was it checked by the engineering "chain of command" for appropriateness, but it was checked by the library function for military security clearance of content included, for proprietary or non-proprietary nature of the information, and also the proposed distribution of the final version.

Naturally the library did not pretend to be omnipotent, and was even prevented by the Agency regulations from being so! Taking the matter of military security clearance for example, the final decisions if necessary, were made by the NACA Classification Review Board following their consultation with the appropriate military service. The Board consisted of the Assistant Director for Aerodynamics, the Assistant Director for Propulsion, and the Assistant Director for Operating Problems, with myself as Secretary. Although early decisions were made by these executives on an individual report basis, patterns of subject content began to emerge with the passing months. The Library was the logical unit to do the groupings and so routine ratification by the executives became the order of the day as confidence rose in the Library's ability to tag problem areas that really needed top management attention.

The next transparency shows that 3 or 4 Research Memorandums that were originally security classified, reproduced in our field printing plant, and had limited distribution could evolve into one Technical Note (also printed

by us) that would receive wide distribution. In fact, hundreds of them are in the TAMU library. Then 2 or 3 Technical Note's were combined into one Report which was printed by the Government Printing Office and distributed to depositories and were also on public sale. Our Library was the liaison to the GPO and the Congressional Joint Committee on Printing. In fact, with the active cooperation of our Agency's Director we were able to insure the first publication in four colors of a US research agency report (it was on aircraft crash fires).

One key aid in the above report evolution/publication program was the fact that an elaborate engineer-originated subject classification scheme was used to analyze the subject content of each report and the correspondence from which they evolved. The engineers' proprietary interest in the subject classification scheme ensured their cooperation when the expected need for revision came up. Also, their assistance on distribution categories for the reports anticipated the highly developed MERCURY programs of today's Bell Telephone Labs procedures. (See Chapter 11 in IIS book)

Later at GM Research Laboratories, there was a coequal Technical Information Department that had a public relations base. Although headed by an engineer, their technical writers and artists/photographers gave very active and aggressive assistance to the writers of internal and external reports plus handling of Corporation clearance for oral representations, patent applications, and physical arrangements for the annual international symposia sponsored and held by the Corporation in the effort to further basic research in fields of GM interest. We did get involved in the initial symposia by using such tools as Science Citation Index to identify possible speakers. The initial effort was so appreciated by the technical staff that it became a part of the standards procedures. Further, the Library was successful in blocking the selection of one commercial publisher

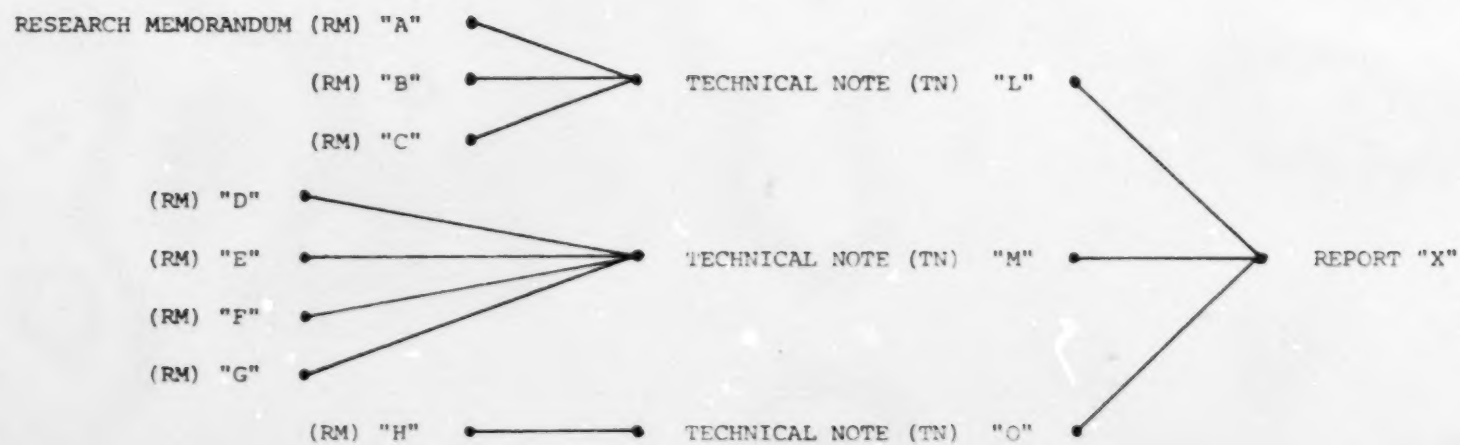
RESEARCH REPORT SERIES OF THE NACA (NASA predecessor) AND THEIR CHARACTERISTICS

RM's: Usually security classified; may have proprietary information; local "art"; local or central reproduction; centralized limited distribution; largely internal references; several hundred issued annually.

TN's: Free of classification, proprietary or tentative information; local "art" to specs.; local editing to specs.; central reproduction; centralized broad distribution; internal unclassified references and open literature; 250-300 annually.

TR's: Fully Agency supported in all content and respects; Hq. "art" to GPO Specs; edited to GPO Specs; printed by GPO and distributed by Supt of Docs. and by NACA; reprinted in annual cumulation with NACA Administrative Annual Report; bound.

SPECTRUM OF NACA RESEARCH REPORTS



as the disseminator and aided in the selection of a more library-friendly publisher. We were also involved in the selection of buckram color and cover design for the series.

While our Government correspondence control operations were well before the proliferation of "Xerox-type" copiers and of Word Processing equipment, I feel confident that the technical staff's desire to have actual copies of the subject files with them when appearing at Congressional hearings persists in some form today at the successor agency. Speaking of WP involvement in Information Operations we understand that GE Research Laboratories makes WP cassettes available of their staff's submissions to conference committees in addition to the usual double-spaced manuscript. (This may partly account for GE's very high citation rates in ISI Indexes)

Most of the IBM fifty libraries do (or at least did) prepare lists of the "open literature" contributions of their technical staffs and many of them participated in the distribution of the technical author's reprints. A number are also involved in the procurement of library-like materials from all types of commercial sources which do not wind up in the Library at all but are intended for permanent retention in the technical departments. (In some cases the dollar volume of such purchases exceeds by some margin the volume for the library's own collections.)

We have now cited a number of instances in which functions outside the usual ones assumed by a library have been carried out in one government agency and in a major FORTUNE 500 corporation. Hopefully, this will lead to further discussions here and in other forums--such as the September 1982 Special Libraries Association's Texas Chapter meeting in Houston on "The Special Library Under Stress". (Incidentally we would have preferred another title such as "The Opportunistic Special Library".)

The vehicle we have used most consistently for interesting our library school graduate students in entering the publishing milieu is via the group term project in the annual class in abstracting and indexing (LS 385T.4). The literature includes a couple of articles on this course by participants, but we prize most highly the fact that some of the cumulative index class projects have been published commercially or by governmental agencies. In addition (and as may be seen from the transparency), two graduates are independent entrepreneurs in indexing, at least five are in industrial computer software documentation functions, a couple are in academic computer-aided instruction projects, some are indexers in government agencies and a fair number do indexes on an "after-hours" task basis for busy authors. (Typically publishers expect their authors to provide the indexes to their works--and they do not relish the task nor give it the attention librarians would like). On-campus editors of professional society journals have been useful sources for leads on indexing tasks that are appropriate for a finishing student or new graduate to undertake and achieve that all-important experience.

A table in this room contains a variety of published projects by graduates of the Indexing and Abstracting class. Please note that one indexed volume is from the local university press, and that a couple of procedures manuals displayed are from the CHEMI project that the UT Chemical Engineering Department hosts and which will be covered in another session of this Conference.

Now it seems appropriate to turn to two monographs we have recently seen through to publication. The first is the IIS monograph mentioned several times previously,¹ and was co-authored with my wife Ruth, who is also a special librarian. The second, was a reader² of 70 chapters, much of which was specially commissioned and all of which were intended for the younger special librarian. This was in sharp contrast to the IIS volume which carries the subtitle of "A Manual for Higher Managements and their Information Officer/Librarian Associates".

In the belief that not enough information is easily available to the librarian on the mechanics of seeing a monograph through the publication process, we have prepared tables listing the main events encountered while seeing the above books through the process. These tables together with the exhibits of the books' original manuscripts, edited manuscripts, edited proofs, and published volumes will largely be self-explanatory, but they could lead to questions subsequently which we would be pleased to address.

Our books were of a different character: IIS called for laborous distillation of the essential content from two person" 35 years of reading, professional experience in special libraries in academic, governmental and industrial settings, and graduate teaching. There was an overabundance of information and some variance in viewpoints. SL Reader included but two items by the editor, of which one was an evaluation of predictions made publicly by the editor in 1960. (We discovered the folly of overuse of straight-line projections.) Within the limits of space set by the publisher, we had but to select and or commission chapters.

On organization, IIS flowed naturally from the functional progression used in operations, projects and consultancies. The Reader evolved into seven categories which were hoped to be seen as logical by the student: some history and predications on special libraries, then the librarian as an individual, as one managed and/or managing, then considerations raised by the host-organization, by public relations considerations, and by the tools and formats used. Finally, the chapters on "The Special Librarian as Information Scientist" was seen as providing a tie back to the IIS monograph.

While the Reader was less demanding intellectually, it involved a far larger correspondence load. We also had the difficulties of dealing with busy individuals facing different priorities than were their anticipated contributions. (Other editors of readers have confirmed to us that the most important chapters are the hardest to get on time--if they come in at all.)

Two bits of advice are offered from the IIS experience: a) do not get yourself diverted into large compilation tasks and periodical article projects that take away from "mainstreaming" the book manuscript effort, and b) avoid a physical form requirement unfamiliar to the publisher. While we have been pleased at the comments we have received from the managers of several industrial information systems that they have been able to use comparative data from the microfiche in presentations to their superiors, we are clear that the new format cost a delay of at least 4 months in publication and as much as several dollars in increased list price.

Since you will probably not get the chance to become involved in an undergraduate text, do not expect to get rich. You may get tenure, probably, but not rich.

There is considerable personal satisfaction to be gained from seeing projects have been involved in reach publication. Our main suggestion is that you get started right in your present environment with its internal reports requirements, its technical colleagues who are or can be made sympathetic to your desire to get involved and who will become tempted to involve you in their outside publishing projects as well. By this time you will be gaining an appreciation of the mechanical background behind the publications you handle so matter-of-factly in "putting knowledge to work" every day. Perhaps this added dimension alone will have made your attendance today worth while.

Good luck!

1. Jackson, Eugene B. and Ruth L. Jackson. Industrial Information Systems: A Manual for Higher Managements and their Information Officer/Librarian Associates. Stroudsburg, PA: Dowden, Hutchinson and Ross, 1978, 314 p. ISBN 0-87933-326-6. \$37.50
2. Jackson, Eugene B., ed. Special Librarianship, a New Reader. Metuchen, NJ: Scarecrow Press, Inc., 759 p. ISBN 0-8108-1295-9. \$27.50

TABLE 1. Professional Growth Evidence for Graduates of Course LS 385T.4
Indexing and Abstracting, University of Texas at Austin, Graduate
School of Library and Information Science.

Private Entrepreneurs

Editor of series of newsletters distributed by McGraw-Hill Con-
tractor to State of Texas for Index to Texas Register

Documentalists for Computer Software Firms

Texas Instruments, Austin

CSI, Austin

Western Geophysics, Houston

Researcher of and now Operator of State-wide System for Access to
Hearings

Comptroller, State of Texas

Analyst for Abstracting and Indexing Functions, Academic Project

CHEMI, Austin

Editor, Academic/Governmental Research Activity

Bureau of Economic Geology, University of Texas at Austin

Indexer on Professional Society Projects and/or Publications

Subject fields include: Texas history, Pharmaceutical drugs,
Special education, Intergovernmental operations, Human resources,
Medicine

Leader of Student Project Published Commercially

Government Publications Review (Pergamon)

Journal of Library History (University of Texas Press)

"Libraries and Culture" Symposium (University of Texas Press)

Indexer for Fee of Author's Manuscript

Texas A & M University Press

University of Texas Press

Oklahoma University Press

TABLE 2. Events Leading to Publication of IIS Monograph (Jackson, Eugene B. and Ruth L. Jackson. Industrial Information Systems; A Manual for Higher Managements and their Information Officer/Librarian Associates. Stroudsburg, PA: Dowden, Hutchinson & Ross, 1978, 314p. ISBN 0-87933-328-6. \$37.50

- 1972 Q1 Letter received from prospective publisher setting up meeting in New York City to discuss publication of a monograph on industrial technical libraries.
Meeting held, including proposed series editor.
- 1973 Q3 Agreement signed to author book.
- 1975 Q3 Two Chapters sent series editor; First version of complete Table of Contents sent series editor. Work commenced on updating work on FORTUNE "500" libraries based on June FORTUNE issue.
- 1976 Q1- 1977 Q2 Series of letters sent publishers of items from which quotes would be taken asking their permission.
- 1976 Q4 Article on FORTUNE "500" Libraries sent ASIS Journal.
Intensive work on IIS manuscript resumed.
- 1977 Q1 First 17 chapters of manuscript sent series editor.
Q2 Final chapters sent series editor (including appendices)
Q3 Series editor delivered final chapters to publisher. Publisher estimated book would be 320 pages if microfiche were used for FORTUNE "500" tables (use of microfiche would be a first for the publisher).
Q4 Author notified that Academic Press is the new distributor for DH & R books.
ERIC Report supplementary to JASIS article submitted. IIS manuscript ready to send out-of-house copy editor.

TABLE 2 (Contd). Events Leading to Publication of IIS

- 1977 Q4 (Contd) after cost estimate approved by publisher for entire project. Microfiche component causes delay. Managing editor asks for originals of art.
- 1978 Q1 Entire manuscript sent copy editor by publisher. Tables had to be retyped for microfilming. Author of Guest Chapter supplied statistical updates. Half of copyedited manuscript received from managing editor.
- Q2 Rest of copyedited manuscript received with deadline of ten days for return.
- Managing editor estimates page proofs available about June and publication by early August. Manuscript to compositor. Revised contract signed to show co-authorship and to recognize additional expense of microfiche.
- Q3 Bell Telephone Labs asked for "Transfer of Copyright" on Guest Chapter.
- Production editor expected book in page form momentarily.
- Production editor requested copy for book jacket. Sent.
- Author's industrial client purchased page proof directly from publisher to save waiting time.
- Revised index by Joint Author sent production editor. Two sets of page proof plus marked manuscript sent and return requested in three weeks.
- Q4 Publication imminent. Author requested copyright date of 1978 be used despite approach of 1979.
- Bound copies of IIS sent to authors on December 27--PUBLICATION DATE.

TABLE 3. Events Leading to Publication of SL Reader (Jackson, Eugene B. ed. Special Librarianship, a New Reader. Metuchen, NJ: Scarecrow Press Inc., 759 p. ISBN 0-8108-1295-9. \$27.50)

- 1978 Q1 Letter from publisher asking of possible interest in editing successor to Hal Sharp's Readings in Special Librarianship (1963) Agreed to standard contract with delivery of manuscript by May 1, 1979. All permissions and reprint royalties responsibility of editor. Publication about 12 months after receipt manuscript of publisher.
- Q2 Editor started to identify leading articles on special librarianship of 1970's that would be of maximum utility to professionals entering the field. Circulized library school instructors in special libraries and in science reference for nominations. Inquired about SLA policy on reprints from Special Libraries. Interviewed many authors of preferred papers at SLA Annual Conference, Kansas City and solicited some "special chapters" to be written. SLA gave policy of \$50,000 royalty per Special Libraries article and limit of ten. Began writing of letters requesting permission for use from publishers of outstanding articles.
- Q3 "Special Chapters" started to arrive. Photocopies of all candidate articles prepared. Letters including requests for over \$1,500 in royalties received from publishers contacted. Publisher queried on editorial policy and practices. Response asked for consistency and a widely accepted style manual.
- Q4 Manuscript chapters came in rapidly. Together with selected articles would easily exceed target of 500 pages. Sent in nearly complete manuscript on December 26th with lower priority items indicated for benefit of newly designated publisher's

TABLE 3 (Contd). Events Leading to Publication of SL Reader.

- 1978 (Contd) Q4 (Contd) editor (Eric Moon, the original instigator of request for project). All letters of permission for re-printing from original publishers sent along.
- 1979 Q1 Publisher acknowledged manuscript receipt, said editing process would begin shortly and said period of no communication was to be expected.
- Q2 Last remnants of manuscript sent to publisher plus temporary table of contents. Invitations withdrawn from tardy potential contributors. List of 80 contributors plus brief biographies sent publisher.
- Publisher wrote that editing was "in full swing" but page proofs could be expected in the Fall, not before. Agreement made with editor on paring down original 977 page manuscript to about 700 pages of text.
- Q3 Editing finished. Omitted articles returned to compiler.
- Q4 Letter sent to restive contributors stating that first page proofs would be received by year end.
- Publisher's promotion staff requested book description, more biographical information, and review copy recommendations (for some twenty journals).
- First 28 pages of proof received.
- 1980 Q1 Proof of 300 pages received, read and marked, and returned.
- Q2 Publisher replaced original composer-typist.
- Proof of 434 pages received, read and marked, and returned.
- Publisher enthusiastic about quality of index sent, composed and returned.
- Additional suggestions on review journals sent by compiler.

TABLE 3 (Contd). Events Leading to Publication of SL Reader.

1980 (Contd) Q3 Bound copies of SL Reader sent and original manuscript
returned to compiler on September 23. PUBLICATION DATE.